



known formerly as the Office of Policy, Planning, and Research (OPPR), this division was reorganized and renamed as the Office of Policy, Research, and Technology (OPRT). As OPPR, the office worked with the Endowment's programs, offices, and management in developing long-range policy and planning options for the agency. Its reorganization as OPRT reflected the Chairman's desire to emphasize issues of information technology as they affect the Endowment and the arts community with regard to policy and planning as the agency moves to address information and communications needs of the 21st century. As part of this change, the Information Management Division, which runs the agency's internal computer and information systems, became part of OPRT.

One of the office's first new initiatives was to develop a World Wide Web site (<http://arts.endow.gov>), a project shared with the Office of Communications. The goals of the Web site are to significantly increase the accessibility of accurate and up-to-date information from and about the Endowment and the nonprofit arts in America, to create a presence for the agency in the digital core of the new communications environment, and to increase the agency's internal communications capability.

Another change in the office structure was the addition of the Civil Rights Office, which reflected the Chairman's commitment to elevating and emphasizing the importance of equity and diversity in the arts and within the Endowment. The move gives the Civil Rights Office a vantage point from which it can effect policy and practices agency-wide, and furthers OPRT's work with the Office for Accessibility to ensure more arts opportunities for people with disabilities.

An additional task is analysis of internal grant-award patterns and statistics, and OPRT monitors trends and special areas of interest to the agency, such as the application success rates of minority organizations. Recommendations for changes in policies and practices may result from these analyses.

OPRT also supported the professional development of arts managers through the Arts Administration Fellows Program, which offered eleven-week residencies to promising early- and mid-year arts managers. These residencies provided Fellows with the opportunity to gain a national overview of arts activities and to become familiar with Endowment policies and practices.

Research

Congress, the Executive Branch, and private cultural interests depend on reliable data to formulate and assess cultural policies. The Research Division helps develop the necessary information by examining the cultural needs of the public, identifying ways to enhance access to cultural opportunities, studying the effects of the economy on cultural activities, and documenting the value of arts education to the Nation's school system.

Four research reports were released by the Division in Fiscal Year 1995. The first, *A Practical Guide to Arts Participation Research*, provided an historical perspective on the topic and a detailed explanation of what to consider in undertaking an arts participation survey. The next three reports, *Jazz in America: Who's Listening?*, *American Participation in Opera and Musical Theater, 1992*, and *Turning On and Tuning In, Media Participation in the Arts*, were all based on analyses of the results of three national surveys of arts participation sponsored by the Division and conducted by the Census Bureau in 1982, 1985, and 1992.

In 1995, the Division initiated two research projects concerning arts organization statistics. The first involves the compilation of statistics on arts organizations from the 1992 Census of Service Industries. The second study examines the current data systems that describe the economic condition of arts organizations and compares them to the needs of arts policy makers, practitioners, and researchers. This study will also make recommendations on how to improve the efficiency and utility of future data collection, either through enhancing current systems or developing new systems.

Two other projects sponsored by the Division include a project to create the 1996 Sourcebook of Arts Statistics and an in-depth study of first-time attenders at opera. The latter study involves conducting focus groups at ten opera companies across the country to learn more about those attending opera for the first time, such as which aspects encouraged their further attendance and which did not. Also sponsored in 1995 was an up-to-date and improved version of the *Sourcebook of Arts Statistics*. The 1996 Sourcebook, like the 1987, 1989, and 1992 versions, will be a compendium of available arts statistics, but it will be printed in two volumes, including a summary and overview.

During 1995, the Special Constituencies Office changed its name to the Office for AccessAbility to focus on not what it does as “special,” but rather its mission of encouraging inclusive programming. The new name emphasizes access to the arts for everyone and the abilities of the people the office serves: older adults, individuals with disabilities, and people who live in institutions. The AccessAbility Office provides advocacy and technical assistance to the Arts Endowment, its grantees, other cultural groups, and Federal agencies in making the arts fully accessible.

Lifelong Learning was the major focus in 1995. The Office initiated an inter-agency partnership with the White House Conference on Aging, the Department of Health and Human Services’ Administration on Aging, and the National Endowment for the Humanities to make quality arts and humanities opportunities more widely available to older adults and to increase the sensitivity of professionals in the field of aging to the potential of arts and humanities programs for, by, and with older persons. The centerpiece of the agreement was a conference on “The Arts, the Humanities, and Older Americans,” convened in Washington, D.C. on April 10-11 by the National Council on Aging. The conference focused on the need, demand and character of arts and humanities involving older and disabled adults.

The series of deliberations that followed resulted in carefully formulated recommendations including: promotion and support for universal design; involvement of older artists and scholars in the planning and policy-making process; and support of increased arts and humanities programs in prevention and health care. This working conference assured that the arts and humanities were on the White House Conference on Aging agenda and resolutions in early May.

Funding from the Coca-Cola Company, Metropolitan Life Foundation and the Arts Endowment made it possible for the National Assembly of State Arts Agencies to print and disseminate over 4,000 additional copies of *Design for Accessibility: An Arts Administrator’s Guide* to grantees through the 56 state arts agencies. The 700-page guide is the most comprehensive publication to date to help arts groups become fully accessible to the country’s 49 million citizens with disabilities.

The Universal Design Leadership Initiative to educate designers and the public on Universal Design continues to progress. In November, 1994, the Endowment received a Universal Design Award for “its significant contributions to Universal Design” from the Adaptive Environments Center in Boston. On February 10, 1995, the Design Program and the AccessAbility Office convened a meeting of

seven key federal agencies and a representative from the National Building Museum to discuss their work in universal design and how this information is being disseminated. A request for proposals was issued to produce slides documenting exemplars of Universal Design from the disciplines of architecture, interior design, landscape architecture, product design and graphic design. Universal Designers and Consultants, Inc. of Rockville, Maryland, was selected to administer the project.

An interagency agreement with the Department of Education's Rehabilitation Services Administration (RSA) was signed to better educate vocational rehabilitation professionals on the arts as full-time careers and to assist disabled artists with accommodations needed to do their work. Through RSA funding, the first effort took place when we arranged for Lisa Thorson, an accomplished jazz performance artist, to keynote an RSA conference on the needs of individuals with disabilities who pursue art careers. In addition, we worked with RSA to identify and disseminate to arts service groups information about 1996 RSA funding opportunities for training and hiring people with disabilities.

Another interagency agreement with the Department of Justice resulted in three artists being selected, through local arts agencies, to be trained and placed in one-year residencies at federal correctional institutions. Musician David Cody was in residence at Sandstone, Minnesota; potter Rachel Norris at Bryan, Texas; and playwright/director Paul Johnson at Manchester, New Hampshire. The artists taught, created and presented art in these model programs.

The Arts Endowment's Working Group on Older and Disabled Americans planned seminars to update and better educate staff on access issues. Working in partnership with the Humanities Endowment, the Institute for Museums Services, and the Advisory Council for Historic Preservation, the Group held two seminars, *Making Accessibility a Reality*, in October 1995.

Research

6 awards \$226,644

Arts Market Consulting, Inc.
Boston, MA \$25,000

A contract to conduct a study of first time attenders at opera through focus groups held with attenders of 10 different opera companies – nine geographically diverse U.S. companies and one Canadian.

Jack Faucett and Associates
Bethesda, MD \$64,500

A contract to produce the 1996 *Sourcebook of Arts Statistics*, a two-volume statistical reference book with the first volume containing a summary and overview of the available arts statistics and a guide to the full study in the second volume.

Princeton University, Trustees of
Princeton, NJ \$60,000

A cooperative agreement to study the current state of national data collection systems on nonprofit arts organizations through discussions with arts policymakers, researchers, grantmakers, and practitioners to ascertain its adequacy and make recommendations for improvements.

Seven Locks Press
Carson, CA \$23,800

A contract to provide developmental editing and printing of a report on the condition and needs of artists based on four draft monographs.

U.S. Bureau of the Census
Suitland, MD \$35,744

An interagency agreement to produce data tabulations containing financial information on arts organizations obtained through the 1992 Census of Service Industries.

The following contract relates to activity outside the Research Division, but is included in this section for accounting purposes:

William Keens Company
Falls Church, VA \$17,600

A contract to facilitate a series of meetings with representatives of the museum and visual arts fields to discuss current issues, future directions, and potential responses from the agency.

Office for AccessAbility

6 awards \$68,197

Graphic Artists Guild Foundation
New York, NY \$2,500

To update the Disabilities Symbols Project and disseminate graphics to grantees.

Institution Programs, Inc.
Oklahoma City, OK \$9,400

A cooperative agreement to organize, establish, monitor and evaluate three artists residencies in Federal corrections institutions in conjunction with the Endowment's interagency work with the U.S. Department of Justice.

National Assembly of State Arts Agencies
Washington, DC \$6,305

To amend a cooperative agreement to print and disseminate 3,500 copies of *Design for Accessibility: An Arts Administrator's Guide* to Endowment grantees. Total cost of the reprint was \$23,000; the Coca Cola Company contributed \$10,000, and NASAA contributed \$3,000.

National Council on the Aging
Washington, DC \$15,000

A cooperative agreement to convene a mini-conference, "The Arts, Humanities and Older Americans," as part of the 1995 White House Conference on Aging as part of the interagency agreement with the U.S. Department of Health & Human Services' Administration on Aging and the National Endowment for the Humanities.

U.S. Department of Justice
Washington, DC \$18,000

An interagency project to support three one-year artists residencies in Federal correctional institutions, jointly funded with the U.S. Department of Justice.

Technical Assistance Activities
\$13,297

To support efforts including organizing and conducting access seminars, peer sessions, and panels for arts service groups such as the National Assembly of State Arts Agencies in Nebraska, the U.S. Institute of Theater Technology in Nevada, and Dakotans for the Arts in North Dakota; for Access Seminars for the staff of the Endowment and three other Federal agencies; and for disability consultants to work with Endowment Working Groups on Older and Disabled Americans.

Arts Administration Fellows

24 awards \$143,900

Cook, Allison V.
Greensboro, NC \$6,000

For a Fellowship in the Dance Program during the 1995 summer session.

Cramer, John Edward
Washington, DC \$5,500

For a Fellowship in the Design Program during the 1995 spring session.

Garcia-Casillas, Zeida
Hato Rey, PR \$6,200

For a Fellowship in the Music Program during the 1995 spring session.

Guidice, Carol D.
Woburn, MA \$6,000

For a Fellowship in the Arts in Education Program during the 1995 summer session.

Hale, Jeffrey
Arlington, VA \$5,500

For a Fellowship in the Office of Policy, Research & Technology during the 1995 summer session.

Kennedy, Diane M.
Falls Church, VA \$5,500

For a Fellowship in the State and Regional Program during the 1995 summer session.

Leiva, Lily M.
New Orleans, LA \$6,200

For a Fellowship in the Design Program during the 1995 summer session.

Littleton-Cruz, Helen
Brooktondale, NY \$6,100

For a Fellowship in the Challenge and Advancement Program during the 1995 summer session.

Long, David B.

Ithaca, NY \$6,000

For a Fellowship in the Museum Program during the 1995 spring session.

Mange, Jennifer

Washington, DC \$6,200

For a Fellowship in the Visual Arts Program during the 1995 summer session.

Marasigan, Christine R.

Kodiak, AK \$6,500

For a Fellowship in the Folk & Traditional Arts Program during the 1995 fall session.

Maxwell, Eileen

Washington, DC \$5,500

For a Fellowship in the Office of the Congressional Liaison during the 1995 spring season.

Miller, Michael F.

Hagerstown, MD \$5,500

For a Fellowship in the Folk & Traditional Arts Program during the 1995 summer session.

Morton, Elizabeth

Somerville, MA \$6,000

For a Fellowship in the Office of Policy, Research and Technology Program during the 1995 spring session.

Nolte, Penelope R.

Potsdam, NY \$6,000

For a Fellowship in the State and Regional Program during the 1995 spring session.

Oster, Andrea L.

Reston, VA \$5,500

For a Fellowship in the Arts in Education Program during the 1995 spring session.

Reinharth, Miriam

Washington, DC \$5,500

For a Fellowship in the International Program during the 1995 spring session.

Rosal, Ana Ixchel

Austin, TX \$5,900

For a Fellowship in the Arts Administration Fellows Program during the 1995 fall session.

Stone, Hallie L.

Bloomington, IN \$6,200

For a Fellowship in the Literature Program during the 1995 spring session.

Thompson, Janel

Fairbanks, AK \$7,000

For a Fellowship in the Challenge and Advancement Program during the 1995 spring session.

Vu, Huong T.

Seattle, WA \$6,900

For a Fellowship in the Visual Arts Program during the 1995 spring session.

Wallner, Eric

San Francisco, CA \$6,850

For a Fellowship in the Presenting Program during the 1995 spring session.

Weisburger, Anita H.

Washington, DC \$5,500

For a Fellowship in the International Program during the 1995 summer session.

Wunderlich, Mark

Brooklyn, NY \$5,850

For a Fellowship in the Literature Program during the 1995 spring session.